



'MOUNTAIN' CHAMPS — World Wrestling Federation (WWF) President Jack Tunney, right, announced that the Mountain Dew brand of Pepsi-Cola would be this season's sponsor of its televised Saturday night wrestling segment. The announcement was made at Madison Square Garden (MSG), New York. Celebrating the new agreement were, from left, MSG Enterprises President Steven D. Alper; Basil DeVito, senior vice president, marketing and promotions, WWF; Joel Fisher, vice president, sales and family entertainment, MSG Enterprises; Don Uzzi, vice president, marketing, flavor brands, Pepsi-Cola; and Tunney. (AB Photo)